

**City of Chattanooga, TN**  
**Personnel Class Specification**

***Class code 0406***

**FLSA: Non-Exempt**

**CLASSIFICATION TITLE: FACILITIES MARKETING  
COORDINATOR**

**PURPOSE OF CLASSIFICATION**

The purpose of this classification is to promote the use and support of the city's civic facilities by preparing marketing plans, developing advertising promotions, and serving as liaison to the news media.

**ESSENTIAL FUNCTIONS**

**The following duties are normal for this position. These are not to be construed as exclusive or all-inclusive. Other duties may be required and assigned.**

Facilitates negotiations between show promoters, the news media, and event sponsors regarding the advertising and publicity for scheduled shows, productions and events.

Interacts with department and city staff, the news media, show promoters, media sales representatives, and sponsors.

Prepares contracts and reviews invoices for advertisers; prepares calendars of events; prepares ticket count reports.

Reviews advertisement insertion orders; monitors printed ads for accuracy and frequency.

Designs newspaper advertisements; designs trade journal and magazine advertisements; writes radio advertisements; prepares press releases; designs and maintains the web page site on the Internet for advertising civic facilities.

Distributes press kits; arranges media appearances for visiting performers; schedules and organizes press conferences.

Designs, writes and coordinates the design and printing of brochures, information kits and other marketing materials.

Sells advertising in monthly events calendars; secures corporate sponsors for shows and events; arranges promotions with restaurants, retailers and others.

Maintains various mailing lists for direct mailings, media contacts; maintains and distributes event calendars.

Arranges catering, transportation and other logistics for the crew and performers of shows and events.

Prepares reports to document and track event attendance, show schedules, promotions, and publicity.

Writes correspondence and memos; contributes to the preparation of the department's annual report; performs other administrative duties in marketing and promoting the civic facilities.

Uses art supplies to make signs and displays.

Operates personal computer and uses word processing, spreadsheet and desktop publishing applications and Internet in performing assigned job functions.

Represents the civic facilities at trade shows and conferences.

#### **ADDITIONAL FUNCTIONS**

Delivers calendars, posters and other promotional materials to sponsors.

Drives performers to media appearances.

Performs other related duties as required.

#### **MINIMUM QUALIFICATIONS**

Bachelor's degree in marketing, communications or closely related field; supplemented by one (1) to two (2) years previous experience and/or training involving advertising and marketing; or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job. Must possess and maintain a valid Tennessee driver's license.

#### **PERFORMANCE APTITUDES**

**Data Utilization:** Requires the ability to review, classify, categorize, prioritize, and/or analyze data. Includes exercising discretion in determining data classification, and in referencing such analysis to established standards for the purpose of recognizing actual or probable interactive effects and relationships.

**Human Interaction:** Requires the ability to apply principles of persuasion and/or influence over others in a supervisory capacity.

**Equipment, Machinery, Tools, and Materials Utilization:** Requires the ability to operate and control the actions of equipment, machinery, tools and/or materials requiring complex and rapid adjustments.

**Verbal Aptitude:** Requires the ability to utilize a wide variety of reference, descriptive, and/or advisory data and information.

**Mathematical Aptitude:** Requires the ability to perform addition, subtraction, multiplication, and division.

**Functional Reasoning:** Requires the ability to apply principles of influence systems, such as motivation, incentive, and leadership, and to exercise independent judgment to apply facts and principles for developing approaches and techniques to resolve problems.

**Situational Reasoning:** Requires the ability to exercise judgment, decisiveness and creativity in situations involving the evaluation of information against sensory, judgmental, or subjective criteria, as opposed to that which is clearly measurable or verifiable.

## **ADA COMPLIANCE**

**Physical Ability:** Tasks require the ability to exert light physical effort in sedentary to light work, but which may involve some lifting, carrying, pushing and/or pulling of objects and materials of light weight (5-10 pounds). Tasks may involve extended periods of time at a keyboard or work station.

**Sensory Requirements:** Some tasks require the ability to perceive and discriminate colors or shades of colors, sounds, and visual cues or signals. Some tasks require the ability to communicate orally.

**Environmental Factors:** Essential functions are regularly performed without exposure to adverse environmental conditions.

Chattanooga, Tennessee, is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the City will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.